



Opinions and Beliefs About Outdoor Recreation in California

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Jerusha Greenwood, California Polytechnic State
University

Bill Hendricks, California Polytechnic State University

Kelly Bricker, University of Utah

Acknowledgements

CAL POLY

Recreation, Parks & Tourism
Administration Department



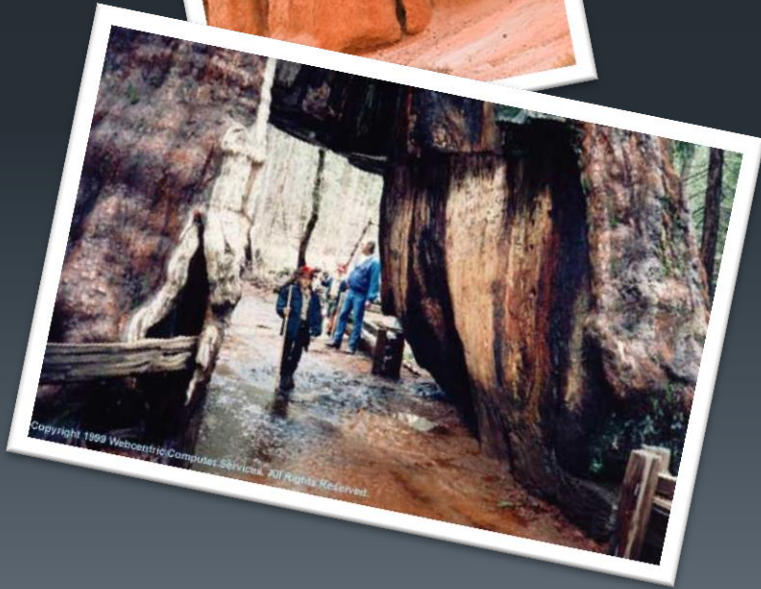
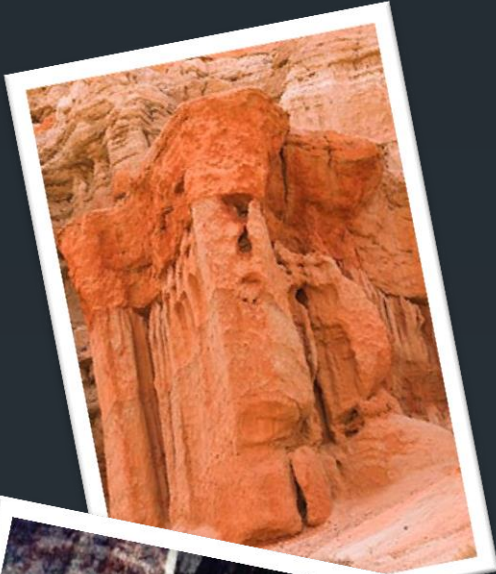
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Study Background

- Comprehensive CORP, conducted every five years
- Master plan for parks, outdoor recreation, open space
- 2012 California Outdoor Recreation Opinions and Attitudes Survey:
 - Element of CORP
 - Used to guide grant programs
 - Lends support for assessing local park and recreation needs
 - Conducted 1987, 1992, 1997, 2002, 2008, 2012

Challenges



- Budget reductions
- Changing demographics
- Accessibility
- Youth lack of engagement with the outdoors
- Aging facilities

Purpose of the Study

Investigate Recreation Activity Demand and Latent Demand Related to Trails in California.



Telephone Survey

Telephone Survey

- Computer generated random sample of phone numbers in state
- Calls made between April and July 2012
- 4,437 interviews completed



Mail/Online Survey

Mail/Online Survey

- 1,021 participants from phone survey
- Mail back/online/panel
Spanish version provided
- \$1 incentive



Variables

Respondents reported on:

- Demographics
- Recreation Activity Demand
- Latent Activity Demand
- Importance of recreation facilities & services
- Opinions about outdoor recreation lands & facilities
- Emphasis of outdoor recreation areas & facilities by federal & state agencies



Data Analysis

- Descriptive Statistics
(Frequency, Percentage,
Mean, Mode)

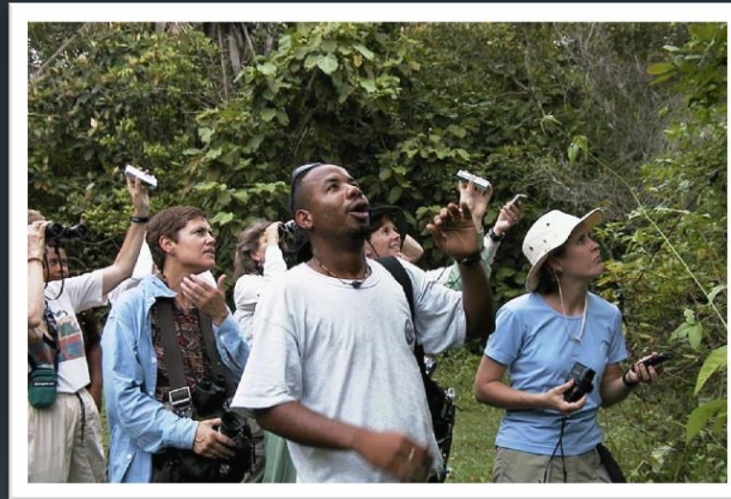


Demographics Results

Male: 47%
Female: 53%

Education: 38%
at least
bachelor's
degree;
24% some
college ;
17% high
school

Income: 22% \$100K or more;
47% under \$50K



Age:
18 to 44 years old (47%)
45 to 64 (33%)
65 or older (19%)

Employed: 53%

Ethnicity: majority of
respondents
non-Latino (63%)
Latino (37%)

General Results About Outdoor Recreation Area Visitation

- 71.5% of respondents visited within the last month
- Most respondents visit with either family or friends, or with both.
- 68% spend more or about the same time engaged in outdoor recreation compared to 5 years ago
- In the past 12 months, respondents spent 1-5 days
 - 38.6% - highly developed parks and recreation areas
 - 46.5% - developed nature-oriented P & R areas
 - 45.6% - natural and undeveloped areas

General Results About Outdoor Recreation Area Visitation

- 30.8% spend less time compared to 5 years ago
 - Time/Work – 25.7%
 - Age – 22.7%
 - Health/Disability – 16.4%
 - Other reasons: financial cost, children are grown, busy with children, no interest, no one to go with.

General Results About Outdoor Recreation Area Visitation

- Activities usually engaged in when visiting parks
 - 50% walk on paved surfaces (excluding dog walking)
 - 15% dog walking
 - 37% hike on unpaved trails
 - 28% picnic
 - 25% play
 - 21% sedentary activities

Recreation Activity Demand

Activity Participation of Respondents During Past 12 Months

Activity	Mean Days	% Participated	n
Walking for fitness/pleasure on paved surfaces	46.39	63.8	641
Jogging/running for exercise	35.99	39.2	394
Wildlife viewing	35.06	46.8	470
Bicycling on paved surfaces	25.81	35.5	356
Driving for pleasure/sightseeing on paved roads	20.65	45.9	461
Outdoor photography	17.53	34.2	343
Day hiking on un-paved trails	16.19	48.3	485
Driving/riding for pleasure on dirt roads/trails	10.01	26.6	267

Latent Activity Demand

Activities Respondents Would Like to Participate in More Often

Activity	%Yes
Picnic in picnic areas (with tables, fire pits, grills)	55.1
Walk for fitness/pleasure on paved surfaces	37.4
Camp in developed sites	35.1
Day hike on un-paved trails	32.5
Wildlife viewing	29.0
Driving/riding for pleasure on paved surfaces	28.5
Backpacking	19.7
Driving/riding for pleasure on un-paved surfaces	17.7
Bicycling on unpaved surfaces (mountain biking)	15.5

Unpaved Trails and Off-Road Vehicle Use

Frequency of Use of Unpaved Trails (in past 12 months)

Activity	%	N
Two or more times per week	10.9	484
About once a week	9.0	399
Once or twice a month	14.8	658
Several times a year	17.8	790
Once or twice a year	14.3	634
Not at all	31.1	1381

Facilities and Services

Importance of California Park and Recreation Facilities and Services



Activity	Mean	Mode	n
Wilderness-type areas where no vehicles or development are allowed	4.12	5	999
Areas/facilities for environmental and outdoor education	4.10	5	1004
Picnic sites for large groups	4.06	5	1003
Single-use trails (hiking, mountain biking, horseback riding)	4.00	5	1002
Multiple-use trails for non-motorized use	4.00	5	1003
Hard surface trails for biking, jogging, fitness walking	3.94	5	1005
Overnight camping facilities in/near local communities	3.74	5	1001

Facilities and Services

Satisfaction with Public Outdoor Recreation Areas,
Facilities, and Services Currently Available



Level of Satisfaction	%	n
Not at all Satisfied	2.9	130
Somewhat Satisfied	22.6	1001
Satisfied	45.0	1998
Very Satisfied	27.8	1234

Opinion on State & Federal Agency Emphasis

Emphasis on Aspects of Outdoor Recreation (%)

Aspect of Outdoor Recreation	Less	Same	More
Buying additional parkland/open space for recreation purposes	10.1	39.6	40.6
Maintain/Care for park/recreation areas	3.3	29.1	62.7
Providing educational programs	8.4	43.6	40.1
Protecting natural resources	4.1	25.2	63.9
Building off-street trails for recreation and non-automobile transportation	13.4	39.2	38.0
Protect historic resources	4.4	25.2	63.9
Clean up pollution on ocean, lakes, rivers, and streams in park and recreation areas	3.9	26.9	61.8

Opinion on State & Federal Agency Emphasis

Statements Concerning Outdoor Recreation Lands and Facilities in California

Statement	Mean	Mode	N
Fees collected at each park, wildlife, and recreation area should be spent on that area	4.19	5	977
Recreation programs should improve peoples' health	4.18	5	977
Recreation and park agencies create jobs and help the economy	3.99	4	982
Recreation areas and facilities increase property values	3.88	4	980
Open space lands are needed where I live	3.77	4	978

Conclusions

- Trail use continues to be an important activity on outdoor recreation areas in California
 - They want to engage in activities on trails more
 - They are satisfied with the opportunities on trails available
 - They consider trails (paved and unpaved) important aspects of their recreation experiences.
 - They want money they spent at parks (fees, etc.) spent to maintain those parks

Interested in Learning More?



The screenshot shows the website parks.ca.gov in a browser window. The page is titled "Outdoor Recreation Planning". The navigation bar includes links for ABOUT, VISIT A PARK, TRANSFORMATION TEAM, PARK MGMT, JOBS, LEARNING, and NEWS. The main content area describes the Planning Division's role and lists several programs:

- California Outdoor Recreation Planning Program** (highlighted with a blue arrow): The former Planning Division published the statewide master plan for parks, outdoor recreation, and open space. The California Outdoor Recreation Plan (CORP) and associated research provide policy guidance to all public agencies – federal, state, local, and special districts – engaged in providing outdoor recreational lands, facilities and services throughout the California. The most recently published report is the Economic Contributions of Outdoor Recreation in California, a research element of the 2015 Statewide Comprehensive Outdoor Recreation Plan (SCORP).
- Statewide Trails Program & Planning**: The Statewide Trails Program provides public information and technical assistance for trail-related issues affecting all California trails and greenways.
- Park Planners Toolbox**

On the right side, under the heading "RELATED PAGES", there are links to:

- Marketing and Business Development Division
- Management Plans
- Marketing and Business Development Division Publications
- Park Planners Toolbox
- California Roundtable on Recreation, Parks & Tourism

At the bottom right, it says "California State Parks Marketing and Business".

Discussion

- What data do you see as most relevant to your trail/park/recreation facilities?
- How do you think you can use this data to promote use of trails/outdoor recreation areas?



Small Group Discussion

- Form small groups.
- Select an example from within your group (trail, park, facility)
- Discuss opportunities for using the data presented here in the management/promotion of your site.

Thank You!

